

Souvenir *of* **EDMONTON**

Royal Visit
19 Year 39

EXHIBITION



JULY
17-22





AN INVITATION
to EXHIBITION VISITORS

Be sure to see the Gas
Company's New Model
Kitchen in the Manu-
facturers' Building.



GAS—Your Quick, Clean, Economical
Servant

The Royal Family



THEIR MAJESTIES have come and gone . . . To the bond of friendship and understanding which they so easily created during their visit to North America, the Edmonton Exhibition Association humbly dedicates this year's event—"The Edmonton Royal Visit Year Exhibition."

EDMONTON EXHIBITION VISITORS

A HEARTY WESTERN WELCOME TO YOU!

We proffer the services of our Store for your shopping, for a down-town meeting place in our rest rooms.

Be sure to visit every department throughout the Store. May we suggest that you take advantage of the various

EATON SERVICES

SUCH AS . . .

Post Office ■ Tea Room ■ Fountains ■ Parking Lot
Parcel Checking ■ Optical Department ■ Women's Rest Room

U.S. TOURISTS WILL SAVE MONEY ON . . .

■ Trapper Point Woolen Blankets ■ Woolens and Knitwear ■ Chinaware ■ Linens
■ Also a complete range of Department Store merchandise

See
Windows

THE **T. EATON CO.**
WESTERN LIMITED

See
Windows



DID YOU —

Park Your Car Outside?

DID YOU LEAVE YOUR DRIVER'S
LICENSE IN IT?

To prevent theft ALWAYS LOCK YOUR CAR
and always carry your Drivers' License

In Your Pocket!

E. TROWBRIDGE,
Deputy Provincial Secretary

HON. E. C. MANNING,
Provincial Secretary

Edmonton Exhibition Association, Limited



F. W. KEMP
President

ROYAL VISIT YEAR

JULY 17-22



1939



C. E. WILSON
Vice-President

Ex-officio Members of the Executive Committee
His Worship Mayor J. W. Fry, Commissioner R. J. Gibb, and
Commissioner John Hodgson

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Managing Director

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E. L. HOLMES
Secretary

A. BONNEAU
Chief Clerk

WELCOME EXHIBITION VISITORS

STRAND

SAT. — MON. — TUES.

Chester Morris and Wendy Barrie
in

"FIVE CAME BACK"

* * * *

WED. — THURS. — FRI.

Double Feature Program

Betty Grable in

"MILLION DOLLAR LEGS"

Added: "Building Dr. Diamond's Bride"

DREAMLAND

SAT. — MON. — TUES.

Cary Grant, Jean Fontaine in

"GUNGA DIN"

"March of Time," "Scenic," "Novelty"

* * * *

WED. — THURS. — FRI.

Joan Crawford, Melvyn Douglas, in

"SHINING HOUR"

Also Dick Powell in "HARD TO GET"

EMPRESS

THE FAMILY THEATRE

Popular Prices

Always a Good Program

* * * *

THURS. — FRI. — SAT.

Wallace Beery, Jackie Cooper, in

"THE CHAMP"

Jeannette MacDonald, Nelson Eddy in "Rosa Mark"

PRINCESS

MON. — TUES. — WED.

Kaine Rainer, Fernand Gravel, in

"THE GREAT WALTZ"

Also Special Short Subjects

* * * *

THURS. — FRI. — SAT.

Pat O'Brien, Jeanne Cagney, in

"ANGELS WITH DIRTY FACES"

"2 Act Comedy," — "Colored Cartoons"

EDMONTON'S HOME OF CERTIFIED ENTERTAINMENT

CAPITOL

EXTENDS A HEARTY WELCOME TO EXHIBITION VISITORS

Saturday, Monday, Tuesday—July 15, 17, 18

Shirley Temple, Randolph Scott

— in —

"SUSANNAH OF THE MOUNTIES"

Wednesday, Thursday, Friday—July 19, 20, 21

Robert Young, Ann Sothorn, Ruth Hussey,
Ian Hunter, Cliff Edwards

It's not always easy to be a lady . . . Maisie says it . . . and shows YOU why

— in —

"MAISIE"

Air Conditioned for Health and Comfort

Edmonton's Royal Visit Year Exhibition

❖ 1939 ❖



- Hundreds of thousands of Canadian—and American—children will treasure for a lifetime the memory . . . "We saw our King and Queen that year. And wasn't SHE beautiful . . ." They will not forget.
- But before that memory has faded in younger minds, older citizens may know how strong those bonds of understanding and admiration Their Majesties created during their visit in 1939 really are.
- In any case, it was an occasion for appreciation and more than rejoicing when King George the Sixth and Queen Elizabeth visited our own northern Alberta city June 2nd, and the Edmonton Exhibition Association did not hesitate to take advantage of the opportunity to pay tribute to the graciousness and thoughtfulness of Their Majesties by dedicating this year's event to the Royal Visit of 1939.
- The City and the Province gave their co-operation by allowing two beautiful arches—at the Canadian National Railway depot and at the Legislative Buildings—to remain intact until after the Edmonton Royal Visit Year Exhibition closes on July 22nd. Then, the fair directors obtained thousands of the red, white and blue pennants used for street decorations, along with more than half the beautiful crowns and coats of arms used along the streets on which Their Majesties travelled while in Edmonton, for special and appropriate decorations at the Exhibition grounds for fair week.
- The net result is that your Exhibition Grounds from July 17th to 22nd will present a picture of the larger and improved Edmonton Exhibition with the new attractions, exhibits, entertainment and so forth, plus the atmosphere and color the whole City of Edmonton presented as a welcome to the King and Queen earlier in the summer. It will be worth seeing—more than ever this year.
- As in every year since 1879—when the first Edmonton fair was held—Edmonton Exhibition's show rings will prove a valued training school for hundreds of both new and experienced exhibitors, and thousands of Alberta farmers will receive new inspiration and view the highest ideals in purebred livestock. Whatever side attractions may be added from year to year, the policy of the Association will remain the same: Promotion and improvement of Alberta agriculture.
- Meet your Alberta friends at the Edmonton Exhibition. They will all be here.

"Wealth, Like a Tree, Grows from a Tiny Seed"

The first copper you save is the seed from which your tree of wealth shall grow. The sooner you plant that seed the sooner shall the tree grow. And the more faithfully you nourish and water that tree with consistent savings, the sooner may you bask in contentment beneath its shade. So saying, he took his tablets and went away.

(From page 14, "The Richest Man in Babylon." Send or call for your copy.)

A young lady, who seldom earns \$50.00 per month, nine years ago heeded the advice of Arkad, the richest man in Babylon, and adopted the method of accumulation provided by The Commercial Life with the result that in a few months she will receive a Commercial Life cheque (and they are as good as gold) for \$1,000.00. The monthly deposit paid by this young lady was \$7.65 and the payments have been made with remarkable punctuality, and in the meantime she has had the satisfaction of knowing that if her death had occurred her dear old father would have received \$1,000.00 to take care of himself in his "sunset years." Without the life insurance protection the monthly deposit would have been somewhat less.

It does not take much money to keep people comfortable and independent in their "sunset years." A man and his wife who are well along in years now and who lived most of their lives on the prairies thought themselves quite wealthy but for many years they have not received anything from their investments. Fortunately, heeding the wise counsel of a life insurance salesman, they had secured a Retirement Income Bond that gives them \$40.00 per month. They had enough money to buy the comfortable, modern cottage in which they live at the coast and which, with about a half acre of land cost (furniture and all) about \$2,500.00. They have a great variety of fruit trees—apricot, peach, pear, cherry, apple, etc., besides an abundance of small fruits and vegetables. They have a few hens and consequently eggs, and live with astonishing comfort and independence on \$40.00 per month. If they had invested even one-half of their savings in life insurance they would now have a guaranteed income of \$150.00 to \$200.00 per month.

Everyone can be comfortable in his or her "sunset years" by heeding the advice of Arkad, the richest man in Babylon, and by adopting the system provided by Commercial Life Gold Bonds or Commercial Life Retirement Income Bonds. The Commercial Life will be glad to give you rates and full information and without considering you under any obligation whatever.



Western Head Office, C.P.R. Building, Edmonton

J. W. GLENWRIGHT, Managing Director

E. B. H. SHAVER, Secretary



Manufacturers' Building

EDMONTON EXHIBITION - 1939

Special for Monday, July 17th

Gates open to the public at 12 o'clock noon.

Children under 15 years of age admitted free to the grounds all day, and for 10c to the Grand Stand, either afternoon or evening.

There will be a special rate of 5c for children to the Midway Shows and rides up to 6 p.m. on Children's Day only. This reduction will not be in effect on the small rides with limited capacity.



Women's Building. Showing Lamps and Fountains

CONGRATULATIONS to

The Edmonton Exhibition Association

for ROYAL VISIT FAIR, 1939

960 k.c.

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960 k.c.

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WE Carry the Largest Assorted Stock of

FIR, SPRUCE AND HARDWOOD in Edmonton

Our modern factory is equipped for all kinds of high-class Millwork

"BETTER MATERIAL AT NO EXTRA COST"

W. H. CLARK LUMBER CO., LTD.

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Edmonton

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Acts as Executor, Trustee and in all Trust and Agency Matters

PROPERTIES MANAGED

Safety Deposit Boxes for Rent

10126 - 100th Street — Phone 26226.

H. L. SPANKIE, Manager

Edmonton Exhibition

July 17th - 22nd, 1939



PRICES OF ADMISSION

ADMISSION TO GROUNDS—8 a.m. to 6 p.m.:

Adults—50c

Children over 6 and under 15—25c

Children 6 and under, free when with adults

ADMISSION GROUNDS—After 6 p.m.:

Adults and children—25c

ADVANCE SALE TICKETS purchased at 5 for \$1.00 are good for admission to grounds at any hour

ADMISSION TO GRAND STAND:

Rush Seats: Adults—50c

Children under 15 years—25c

Children in arms—Free

Reserved Seats—75c

Box Seats—\$1.00

The prices of admission to the various Midway Shows will be found posted up prominently in front of each show



EXHIBIT BUILDINGS

MANUFACTURERS' BUILDING—Open daily from 10 a.m. to 10 p.m.
Filled with a truly magnificent display of commercial exhibits

AGRICULTURAL BUILDING Housing the competitive displays of plants, flowers, roots, vegetables, grains, one-farm exhibits, and a number of Government educational exhibits. There is also a Model Airplane exhibit here, as well as a Canary Show, a mineral display sponsored by the Alberta and North West Chamber of Mines, and the exhibit of the Alberta Society of Artists

WOMEN'S BUILDING—The ground floor devoted to the Provincial Government's Institutional Displays and Accident Prevention Exhibit. The upper floor houses a long list of competitive exhibits in handicrafts, arts, needlework and cooking

HANDICRAFTS BUILDING—Immediately north of the Manufacturers' Building, for Handicrafts exhibits

MANUFACTURERS' ANNEX—Housing the Indian Department exhibits, and Motor Car exhibits

SCHOOL BUILDING Filled with the finest work done by pupils in Edmonton and district schools—an exhibit of which the Edmonton Exhibition Association is justly proud

THE LIVE STOCK BARN—Poultry and Dog Show Buildings.

It Pays To Keep Things Painted



FOR BEST RESULTS—USE

MONARCH

MADE - IN - ALBERTA
by

The Edmonton Paint
& Glass Co. Ltd.



SPECIAL FEATURES

BOYS' AND GIRLS' CAMP—July 17-22 Headquarters. Old Cromdale School

WRESTLING MATCHES—Elimination contests Tuesday, July 18, in evening, in the Arena on Exhibition Grounds. World Light Heavy weight Championship to be decided when Tuesday winner meets present title holder, Danny McShain, Wednesday evening, July 19

BASKETBALL TOURNAMENT On Exhibition Grounds, Tuesday to Friday, inclusive

HORSESHOE PITCHING TOURNAMENT—6 p m Monday to Friday, inclusive

MODEL AIRPLANE CONTEST—Models on display in Agricultural Building, all week, flying contests in the Arena, Friday July 21 Finals, Sunday, July 23, at the City Airport

FIREWORKS—Tuesday and Friday nights, 10 p m

DOG SHOW July 18, 19 and 20, in Live Stock Barns

POULTRY SHOW—July 18, 19 and 20, in Live Stock Barns

CANARY SHOW—July 18, 19 and 20, in Agricultural Building

SWEET PEAS AND ROSE SHOW—July 19, 20, 21 and 22

Thousands of Motorists are Taking TIRE SAFETY FREE !

It will pay YOU to trade the unused mileage in YOUR tires
for the safer mileage of new tires. . . See Us Today

TRUSCOTT TIRES LIMITED

Vulcanizing — Retreading — Belt Splicing

99th St. at 107 Ave (Just southeast of the Technical School)

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Exhibition "Days"

.

MONDAY, JULY 17 — CHILDREN'S DAY

Grounds open at 12 noon Official opening by S. W. Johns, Saskatoon, President of the International Association of Fairs and Expositions, at 8 p.m.

Children up to 14 admitted free to the grounds, and for 10c to the Grand Stand, all day. Special Children's Day prices on the Midway up to 6 p.m.

TUESDAY, JULY 18 — FARMERS' DAY

Street parade at 10 o'clock a.m. Live stock judging starts in all departments at 1 30 noon. Fireworks display at night.

SPECIAL—Wrestling at the Exhibition Arena, Elimination events for World Championship event Wednesday night, 9 p.m.

WEDNESDAY, JULY 19 — CITIZENS' DAY

Livestock parade in front of Grand Stand at 6 45 p.m.

SPECIAL—Wrestling at the Exhibition Arena, Winner of Tuesday evening bout to meet World Light Heavyweight Champion, Danny McShain

THURSDAY, JULY 20 — OLD TIMERS' DAY

(See special announcement in this programme)

FRIDAY, JULY 21 — TRAVELLERS' DAY

Fireworks display in the evening on infield in front of Grand Stand.

SATURDAY, JULY 22 CARNIVAL DAY

■ ■ ■ ■

EVERY AFTERNOON—Running Horse Races, 2 00 to 5 30 p.m.

EVERY AFTERNOON AND EVENING Royal American Shows on the Midway

EVERY EVENING—Full Grand Stand Program, "The Show of the Century."

EVERY DAY—10 00 a.m. to 10 00 p.m., Exhibit Buildings open to the public, except on Saturday evening, when Women's Building, Arts Building and Agricultural Building close earlier to permit removal of competitive exhibits.

"SUDDEN SERVICE"

MADAM DOW'S RESTAURANT

After the Programme Drop Over for a Dainty Snack or Drink

OPPOSITE THE MIDWAY ENTRANCE

EAT AND BE SATISFIED

WELCOME EVERYBODY!

to the

EDMONTON EXHIBITION

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EDMONTON COLD STORAGE CO. LTD.

PUBLIC COLD STORAGE

Cor. 104th St. and 103rd Ave.

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New Method Laundry and Dry Cleaners

You can send your whole weekly wash to us, with the assurance that it will be delivered back to you, in the same condition as it was received, only spotlessly CLEAN

Ladies' and Gents' Suits DRY CLEANED and PRESSED
DAMP WASH • ROUGH DRY

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Say -

McGAVIN'S

. . . . THERE'S A DIFFERENCE



TABLÉAUX FROM THE SHOW OF THE CENTURY

1

GRANDSTAND PROGRAMME

"THE SHOW OF THE CENTURY"

In five complete entertaining numbers

1. Strike Up the Band.

2. Lilac Time

3. Snow White and the Seven Dwarfs.

4. Chapel in the Moonlight.

5. The Dominion on Parade.

Included, along with the special features listed, are the fairest and most talented dancing beauties in America.

RUNNING HORSE RACES.

Every afternoon, July 17 to 22 inclusive, from 2:00 to 5:30 p.m.

FIREWORKS.

In front of Grand Stand Tuesday and Friday evenings at 10:00 p.m.

AMONG THE SPECIAL FEATURES.

ALLAN RODGERS,
Master of Ceremonies,

"RAY AND SUNSHINE,"
International Comedy Stars,

MARION RYGER,
Prima Donna,

MONROE & GRANT,
Trick Comedians,

ANN RUTHERFORD,
European Dancing Star,

GRENADIERS OCTETTE;

GAUDSCHMIDT BROS.,
From London "Crazy Show",

SARGE FLASH & COMPANY,
Juggling Act,

LAMBERT-HILD DANCERS;

THREE BO BRUMMELS,
Musical Clown;

HUDSON WONDERS,
Feature Acrobatic Act,

ALEXANDER SANTOS CO.,
European Comedy Dance Sensation,

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Announce their 1939 Improved Models

"The Stoker" for Western Coals

A size for every heating job ■ Capacities up to 275 lbs. Coal per hour

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OLD TIMERS' CABIN
(Inset) The Late Hon. Frank Oliver

Special Days at the Old Timers' Cabin



Meet your old friends at the Old Timers' Cabin. Open from 10 a.m. till 8 p.m. daily, except Saturday, when it will close in the late afternoon.



MONDAY—Children's Day, with the ladies of the executive committee in charge.

TUESDAY—Clover Bar, West Salisbury, Fort Saskatchewan and Bremner Day. Ladies from these districts will be in charge.

WEDNESDAY—Edmonton Day; ladies from Edmonton and South Edmonton in charge.

THURSDAY—St. Albert, Bellrose and Nampa Day. Ladies from these districts in charge.

FRIDAY—Stony Plain, Spruce Grove and Winterburn Day. Ladies from these districts in charge.

SATURDAY—Cabin closes late in the afternoon.

Miss Etta McLeod, Honorary President of the Northern Alberta Pioneers' and Old Timers' Association, will officiate as General Convenor of the Ladies' Section of the Entertainment Committee, and J. J. Duggan is the General Convenor of the Men's Section. Donald Ross is the President of the Association this year.

WELCOME TO

SELKIRK HOTEL

In the Heart of
EDMONTON'S Amusement, Shopping and
Financial Sections

POPULAR RATES

Corner 101st Street and Jasper

JOHNSON'S CAFE IN CONNECTION

Street cars leave for all points from Selkirk Hotel.



YALE HOTEL

Will Make Your Stay in Edmonton Pleasant and
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Just East of Capital Theatre

YALE CAFE IN CONNECTION

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CARS MADE LIKE NEW

The Gregory Company



Auto Body and Fender
Works



COLLISION WORK A SPECIALTY
AUTHORIZED DUCO FINISHERS
EXPERT COLOR MATCHING
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Wholesale, Industrial, Railway and Distributing Centre with two Transcontinental Railways, National Railway Shops for Western Canada. Seat of Provincial University. Fine Public and High Schools; Finest Agricultural, Live Stock and Dairy District. Important Packing Plants. Fully Equipped Municipal Airport and Seaplane Base as headquarters for Mining Development in North. Edmonton's Annual Output of Butter is one of the largest in Canada. Large Stockyards. Unlimited Supply of Coal, Natural Gas. Population, 90,419. Shipping Point for Great Northern Fur Trade. City Owned and Operated Public Utilities, Net Surplus, 1938, \$1,076,680

JOHN W. FRY, Mayor.



Mayor John W. Fry

JACK HAYS' TAXICABS and AMBULANCE SERVICE

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Stand at
Exhibition Grounds

22111

DRIVERSELF
CARS

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Stand at
Selkirk Hotel

Stand at Royal George Hotel

CECIL HOTEL

J A BEAUCHAMP, Manager



75 Rooms—25 with Private Bath and Telephone
Running Water in every room—Entirely
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Centrally Located Right in the Heart of the Shopping and
Amusement District

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Building, Highway and Engineering Work

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Phone 24441

PROGRAMME OF LIVE STOCK JUDGING

LIGHT HORSES—

Tuesday, 2 p.m., in light horse ring next to Arena.
Tuesday, 6.30 p.m., in light horse ring next to Arena.
Wednesday, 2.00 p.m., in light horse ring next to Arena.
Wednesday, 8.00 p.m., in light horse ring next to Arena.
Thursday, 6.30 p.m., in light horse ring next to Arena.

HEAVY HORSES—

Tuesday, 2.00 p.m., in heavy horse ring next to Arena.
Wednesday, 9.30 a.m., in heavy horse ring next to Arena.
Wednesday, 2.00 p.m., in heavy horse ring next to Arena.

LIVE STOCK PARADE—

Wednesday, 6.45 p.m., in front of Grand Stand

CATTLE—

Tuesday, 2.00 p.m., Aberdeen Angus, Red Poll and Ayrshires
in cattle ring south of Arena.
Wednesday, 10.00 a.m., Herefords, Shorthorns, Jerseys and Hol-
stein Friesians, in cattle ring south of Arena.

SHEEP—Tuesday, 2.00 p.m.

SWINE—Wednesday 10.00 a.m.

POULTRY—Tuesday, 9.00 a.m.

DOGS—Wednesday and Thursday, at 1.30 p.m. and 7.30 p.m.

CANARIES—Tuesday, 1 p.m.



LOCATION OF OFFICES

Main Exhibition Office—Southwest corner in Arena

Information Office—Rear of Grand Stand

Bank and Cashier—Southeast corner, in Arena.

Live Stock Offices—Southeast corner, in Arena

Fire Hall—South of Agricultural Building, near 115th Ave entrance to grounds.

Emergency Hospital—On west verandah, Women's Building

Baby Check Room—On south side of road leading from main pedestrian entrance to Grand Stand

Police Station—At east end of Grand Stand

Freight Office—At rear of Barn 33

Ambulance—At Police Station, and Race Infield

EMERGENCY HOSPITAL

Operated by the Provincial Department of Health, on the west verandah of the Women's Building, with capable nurses in charge

DON'T BE WITHOUT
A TELEPHONE IN YOUR HOME

For your own sake, investigate the cost of a telephone today!
No modern home should be without one

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Royal Visit Year for Edmonton's Exhibition

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730 k.c.

"The Voice of the Great North West"

17½ HOURS DAILY

LUMBER and MILLWORK

Reliable Prices, Quality and Service is our Policy,
and your Guarantee

Buy from Hayward's and Save Money

Direct from Manufacturer to Consumer

Visitors always welcome at our plant, just north of Exhibition Grounds

HAYWARD LUMBER CO. LIMITED
EDMONTON, ALBERTA

YOU ARE WELCOME AT
THE HOME OF CHEVROLET and the Famous
"O.K. USED CARS"

EDMONTON MOTORS LIMITED

Alberta's Finest Garage

Opposite the Market Square





INSIST ON THE BEST

Ask for

SUNLAND BISCUITS

MADE IN EDMONTON

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Building



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STOKER**

Marvel Stoker is a complete system

for burning oil, gas, or coal in a boiler.

It is the most efficient, reliable,

and economical system available.

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Velvet Ice Cream

The luscious, fuller flavored Ice Cream
with the velvety texture

DRICKS

• BULK

DIXIES

•

CONES

Check Your Small Children

And See the Exhibition in Comfort !

* * * *

Baby Check Room—located on south side of road just inside the main pedestrian entrance (west of Women's Building)

Comfortable bunks for wee infants to sleep in Sand piles for the bigger ones to play in, in a safe, shady grove

Capable supervisors to oversee the children, give them their bottles when needed, and help them to play

SAFETY FIRST -Only healthy babies are accepted. A small charge is made for checking babies.

■ ■ ■ ■

DRINKING FOUNTAINS

At main entrance, Manufacturers' Building

At east door, Manufacturers' Building

At Art Exhibit Building

At Cattle Judging Ring

At Horse Judging Ring

In front of Women's Building

■ ■ ■ ■

WOMEN'S REST ROOMS

Will be found in various places, including the one on the east verandah of the Women's Building, operated by the Edmonton Women's Institute, one in the School Building, one in the Christian Monitor Building

■ ■ ■ ■

LOCATION OF LAVATORIES

South Side of road to Manufacturers' Building (west of dance hall.)

At the rear of the North Wing, Manufacturers' Building.

Under Grand Stand.

In School Exhibits Building (women and children only)

Women's Building (women only)

Agricultural Building (women only)

In Arena

CITY OF EDMONTON
ELECTRIC LIGHT AND POWER DEPARTMENT

Extends a Hearty Welcome to all who attend the Edmonton Exhibition

* * * *

DO NOT FAIL TO VISIT THE ELECTRIC LIGHT BOOTH
UNDER GRAND STAND

* * * *

W BARNHOUSE - - - Superintendent

YOU'LL ENJOY SHOPPING AT THE . . .
WALK-RITE STYLE SHOPPE LTD.

"Edmonton's Smart Shop for Women"

Furs * Coats * Dresses * Millinery * Sportswear
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Tableaux from

“THE SHOW OF THE CENTURY”



This show is presented in five spectacular numbers, the large chorus making many changes of beautiful costumes.

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Marjorie Kemp's Thrill Drivers on the mile-long
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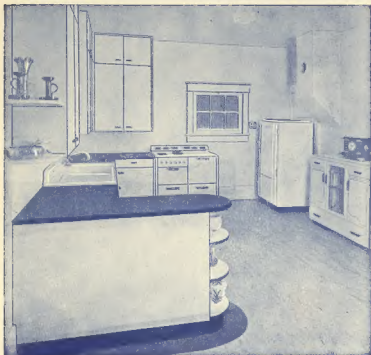
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